

V-WEAR 95 FORECAST ASSUMPTIONS

		93 PROGRAM	ITEMS	% OF UPCS		
		MID	1	8.8%		
		HIGH	3	91.2%		
		94 PROGRAM				
		MID	3	24.7%		
		HIGH	4	75.3%		
		95 PROGRAM	UPC POOL		6,212,011	7,648,104
		MID	1	8.5%	527,323	649,229
		HIGH	3	91.5%	5,684,688	6,998,875
		DIRECT MAIL				
		93	ITEMS	UPC%		
		LOW	7	36%		
		MID	1	6%		
		HIGH	3	58%		
		94 PROGRAM	ITEMS	UPC%		
		LOW	5	25.9%		
		MID	3	18.3%		
		HIGH	4	56.1%		
		95 PROGRAM	UPC POOL		12,742,987	15,688,912
		LOW	1	5.2%	657,720	809,772
		MID	1	6.1%	770,951	949,179
		HIGH	3	88.8%	11,314,316	13,929,961
		UPC BREAKDOWN HIGH				
		94 PROGRAM	UPCS			
		SUEDE POUCH	3,573,150	40.7%		
		WATCH	5,208,240	59.3%		
		LOW				
		T-SHIRT (30)			21,924	26,992
		MID				
		LIGHTER (60)			21,638	26,640
		HIGH				
		RED PURSE (110)			23,580	29,032
		BLACK PURSE (110)			39,301	48,386
		WATCH (150)			67,214	82,753

\$2⁰⁰ order to keep

50%

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stop.

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UPC

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